

USABILITY AUDIT



DO YOU WANT TO EARN MORE?

By improving the usability of your website/application you improve the experience for your users
Better user experience directly corresponds to better conversion and increase in revenue
Simultaneously bounce rate and costs of user support are severely lowered

I HAVE A LOT OF EXPERIENCE IN HELPING COMPANIES

- Usability Audit for PolandWorkforce Company (Expert Evaluation, Focus Group, User interview with Eyetracking) - resulted in **20% increase in conversion**
- Expert Evaluation for Emgron company, various pages, eg. for Beoo.com evaluation resulted in 19% more user registrations, **10% higher conversion rate, 23% increase of the average time spend on the website, 12 % higher rate of investment, 14% more page views by visit, 25% more travel offers posted on the website**
- Usability audit for pons.eu website (under own company Blueconsulting) - Expert Evaluation, Clicktracking and User Interview
- Expert Evaluation of desktop application for Microsolutions company
- User Interview with Eyetracking for UBS Business Solutions Poland
- Expert Evaluation and User Interviews with Eyetracking for VBA company - SaaS for managing e-commerce and interactive screens for Teletorium shops offer presentation
- Expert Evaluation and User Interviews for many different websites developed in B+R projects at the Wrocław University of Science and Technology
- Focus Group for Telefonica Dialog
- Expert Evaluation of systems developed by Fast White Cat company
- Clicktracking evaluation of 100dia.pl website
- Many other usability consultations and evaluations

Contact me and I will prepare a tailored offer that will satisfy your needs.

I will select the most suitable usability methods for your case and provide you a report with identified usability issues, their priority and also suggested improvements in form of rich wireframes.

Piotr Chynał audited one of our applications. He provided us valuable suggestions on how to improve the usability of our solution. Most important design suggestions were presented in form of rich wireframes, so it was very helpful for us in terms of implementing those changes. It is also worth to emphasize that Piotr Chynał was very professional and did the audit very quickly, and also presented the results in a clear and accessible way. We recommend to use his services and we will surely cooperate again in the future.

- Maciej Miazga, Quality Manager at Microsolutions Sp.Z O.O.

We wholeheartedly recommend Blueconsulting as a usability consultant. Blueconsulting prepared and conducted professional usability tests for our Interned Dictionary and Vocabulary Trainer on our website pl.pons.eu. Blueconsulting has used such methods as Experts Analysis, Clicktracking Tests and Tests with Users. The team at Blueconsulting communicates technological issues in a straight-forward, accessible way. Tools that were used were very effective and they led to interesting and useful conclusions, which helped us to improve and develop our dictionary. Cooperation with Blueconsulting was efficient and professional, we strongly recommend their services to anyone seeking a competent, trustworthy usability consulting.

- PhD. Krzysztof Petelenz, Teamleader in pons.eu